



Radio Richelieu Limitée

1000 Watts -- 1320 Kc.

**SOREL** : 72, rue du Roi, Sorel, P.Q. Tél. : 3318

**JOLIETTE** : 95, rue Saint-Paul Tél. : 7433

**ST-HYACINTHE — DRUMMONDVILLE**

Sorel, August 22, 1955.

Mr. Ron B. Schiller,  
30 Park Avenue,  
Avenel, New Jersey,  
U.S.A.

Dear Sir:

Please accept our best thanks for the kind interest you show for our Radio Station CJRS.

Thinking you might appreciate a brief description regarding the progress of our Radio Station since its opening, we give you the following information: The Broadcasting started on January 6th 1945 with a 100 W power and on 1400 Kc frequency. Next year, August 7th 1946, the power was extended to 250 W and besides, a 100 W in case of emergency was allowed.

Since April 1st 1950, CJRS operates with a 1000 W power and on 1320 Kc frequency with a 250 W transmitter in case of emergency.

The actual site of the transmitter is determined like this: Latitude 45° - 59 min - 55 sec - North; longitude 73° - 10 min - 6 sec - West. CJRS is equipped with a system of directional antennas including 2 towers of two hundred feet high each.

The Station is on the air Monday through Saturday from 7 a.m. to 11 p.m. and on Sunday from 11 a.m. to 11 p.m.

The report you sent us was exact in every way, and we hope this summary will be useful to you and will give you a certain idea on our Radio Station CJRS. Be assured that it is always a great pleasure for us to receive your appreciation.

Very truly yours,  
RADIO STATION CJRS, Sorel.

*Joseph Cardin*  
Joseph Cardin, Chief Technician.

Please find enclosed our advertising pamphlet.

1945

1955

**SOREL**

1320 Kilocycles

1000 watts

**10th ANNIVERSARY**



Serving 162 million dollar market in its primary coverage, with a population of 215,700 and 47,900 families living in Quebec most important industrial Areas.



total weekly 1954 B. B. M. is: 62,740 radio homes in 31 counties.

The 1954 B. B. M. rates CJSO top regional 1000-Watts station.

### PRIMARY COVERAGE — 8 COUNTIES

| COUNTIES     | % OF LISTENERS | RADIOS TUNED TO CJSO | TOTAL RADIO HOMES | TOTAL POPULATION |
|--------------|----------------|----------------------|-------------------|------------------|
| Maskinongé   | 77             | 2,940                | 3,840             | 20,000           |
| Richelieu    | 76             | 5,610                | 7,350             | 35,200           |
| Joliette     | 75             | 6,040                | 8,050             | 41,600           |
| Yamaska      | 75             | 2,560                | 3,400             | 16,600           |
| Berthier     | 73             | 4,010                | 5,500             | 25,800           |
| Montcalm     | 55             | 2,160                | 3,900             | 18,000           |
| St-Hyacinthe | 50             | 4,200                | 8,400             | 39,600           |
| Verchères    | 50             | 2,040                | 4,110             | 18,900           |
| TOTAL        |                | 29,560               | 44,550            | 215,700          |

### SECONDARY COVERAGE — 23 COUNTIES

|                |                      |        |         |         |
|----------------|----------------------|--------|---------|---------|
| Nicolet        | 48                   | 2,810  | 5,870   | 32,000  |
| L'Assomption   | 43                   | 2,410  | 5,550   | 26,300  |
| Drummond       | 41                   | 4,870  | 11,900  | 56,000  |
| Bagot          | 40                   | 1,740  | 4,330   | 19,800  |
| Napierville    | 24                   | 470    | 1,940   | 9,600   |
| St-Maurice     | 22                   | 4,430  | 20,330  | 101,100 |
| Deux-Montagnes | 21                   | 1,220  | 5,760   | 24,200  |
| Arthabaska     | 18                   | 1,130  | 6,160   | 30,200  |
| Rouville       | 18                   | 800    | 4,450   | 20,300  |
| Iberville      | 18                   | 560    | 3,060   | 14,400  |
| Beauharnois    | 15                   | 1,270  | 8,660   | 41,600  |
| Laprairie      | 15                   | 690    | 4,500   | 20,600  |
| Châteauguay    | 15                   | 600    | 4,020   | 19,400  |
| Soulanges      | 14                   | 300    | 2,110   | 9,300   |
| Champlain      | 13                   | 2,800  | 21,110  | 94,200  |
| Chambly        | 13                   | 2,650  | 21,000  | 91,700  |
| Shefford       | 12                   | 1,220  | 10,210  | 46,800  |
| Lotbinière     | 12                   | 660    | 5,600   | 29,400  |
| Wolfe          | 12                   | 470    | 3,930   | 19,100  |
| Missisquoi     | 11                   | 660    | 6,120   | 26,200  |
| Vaudreuil      | 10                   | 480    | 4,600   | 20,200  |
| Terrebonne     | L.T.—St-Jérôme       | 540    | —       | —       |
| Montréal       | L.T.—Ville St-Michel | 400    | —       | —       |
| TOTAL          |                      | 33,180 | 161,210 | 752,400 |

### GRAND TOTAL

|             |        |         |         |
|-------------|--------|---------|---------|
| 31 COUNTIES | 62,740 | 205,760 | 968,100 |
|-------------|--------|---------|---------|

16 HOURS A DAY    **C J S O**    S E R V I N G

**500,000 Listeners \* 62,740 Homes**

# LOCAL MARKET DATA FOR SOREL AND JOLIETTE

## SOREL

| GENERAL             | BRANCHES:                   |
|---------------------|-----------------------------|
| 93 grocers          | Household Finance Co.       |
| 28 garages          | T. Eaton Co.                |
| 8 drug stores       | Simpsons-Sears Ltd.         |
| 6 hardware stores   | Cie Légaré Ltée             |
| 9 jewellers         | Canada Paint Co.            |
| 7 banks (branches)  | Singer Sewing Machine Store |
| 9 hotels            | Berg's Inc.                 |
| 5 theatres          | Sally Shop                  |
| 6847 telephone sets | Excel Bread Co.             |
|                     | James Strachan Ltd.         |

### CHAIN STORES:

Montreal Shoe Store Ltd.  
 Trans-Canada Shoe Ltd.  
 2 I.G.A. Stores  
 Thrift Store  
 Woolworth 5-10-15  
 United 5-10-15  
 Federal 5-10-15

## JOLIETTE

| GENERAL             | BRANCHES:                   |
|---------------------|-----------------------------|
| 76 grocers          | Household Finance Co.       |
| 26 garages          | T. Eaton Co.                |
| 5 drug stores       | Simpsons-Sears Ltd.         |
| 8 jewellers         | Singer Sewing Machine Store |
| 3 banks (branches)  | E. L. Green Store           |
| 7 hotels            | James Strachan Ltd.         |
| 3 theatres          |                             |
| 6012 telephone sets |                             |

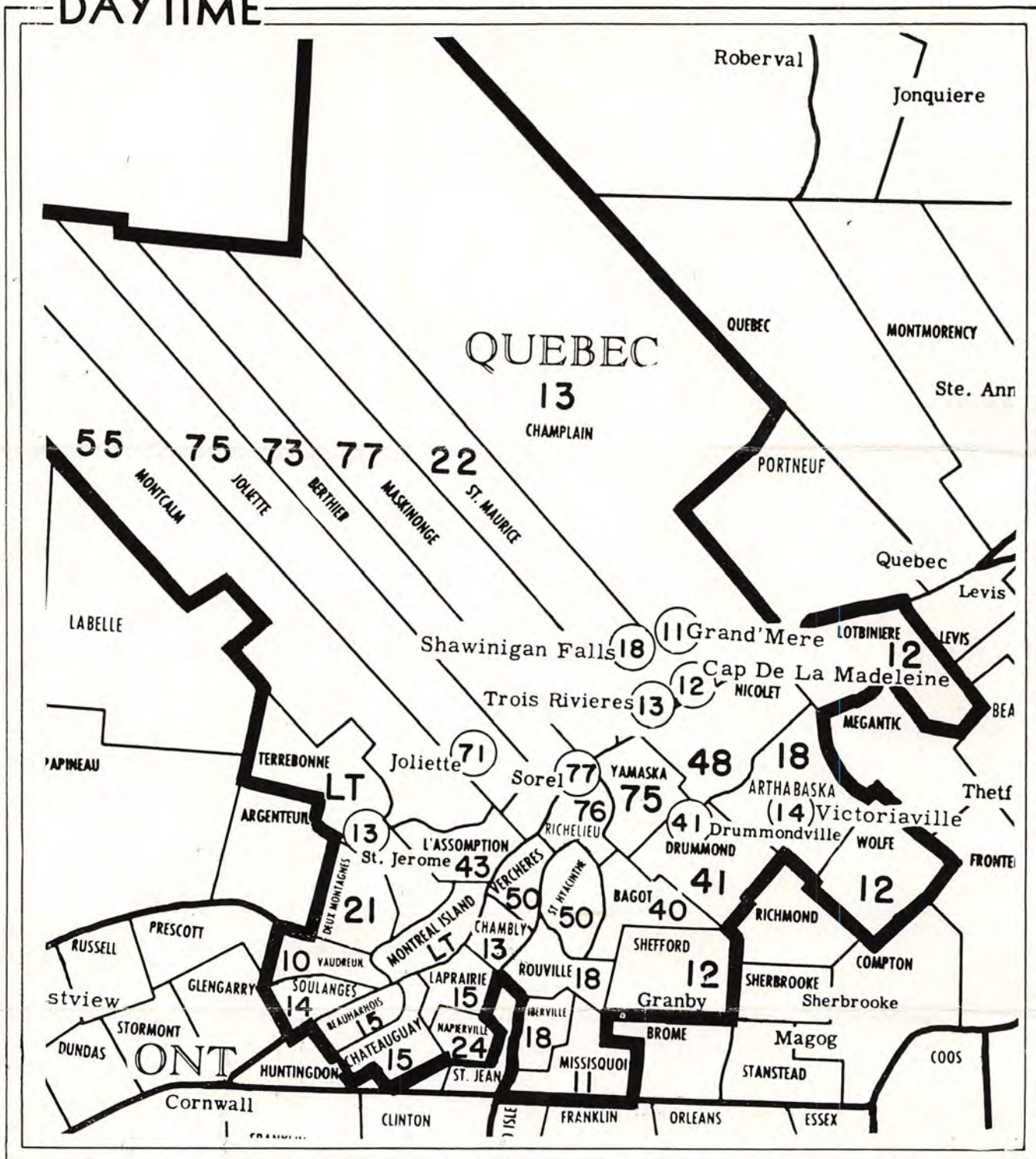
### CHAIN STORES:

Yellow Sample Shoe Store  
 Trans-Canada Shoe Ltd.  
 Dominion Stores Ltd.  
 Thrift Store  
 Woolworth 5-10-15  
 Metropolitan 5-10-15  
 Regent 5-10-15

## MARKET DATA PRIMARY COVERAGE ONLY

| COUNTIES     | NET EFFECTIVE<br>BUYING INCOME | PER FAMILY           | RETAIL SALES     | PER FAMILY           |
|--------------|--------------------------------|----------------------|------------------|----------------------|
| Maskinongé   | \$ 15,479,000.00               | \$3,600.00           | \$ 7,105,000.00  | \$1,652.00           |
| Richelieu    | 28,021,000.00                  | 3,738.00             | 16,745,000.00    | 2,232.00             |
| Joliette     | 27,011,000.00                  | 3,216.00             | 23,450,000.00    | 2,791.00             |
| Yamaska      | 11,838,000.00                  | 3,199.00             | 4,581,000.00     | 1,238.00             |
| Berthier     | 19,275,000.00                  | 3,267.00             | 8,856,000.00     | 1,501.00             |
| Montcalm     | 11,132,000.00                  | 2,589.00             | 5,147,000.00     | 1,196.00             |
| St-Hyacinthe | 29,638,000.00                  | 3,120.00             | 28,871,000.00    | 3,039.00             |
| Verchères    | 20,026,000.00                  | 4,657.00             | 7,963,000.00     | 2,088.00             |
| TOTAL:       | \$162,380,000.00               | \$3,422.00 (average) | \$101,918,000.00 | \$1,967.00 (average) |

DAYTIME



**CJSO SOREL, QUE.**

**1320 KILOCYCLES**

**1000 WATTS**

NATIONAL REPRESENTATIVE

**JOS A. HARDY & Co. Ltd. Montreal & Toronto**